

REFLECTING

*hope*



# PURPOSE

*Reflecting Hope* is the BUC's response to the GC's and AWR's initiative, Europe for Christ.

It fits within **strategic priority 1** (reflecting Christ), **strategic priority 4** (people), and evangelism cycle.



# PURPOSE

*Reflecting Hope* is a Pilot initiative.

Transition evangelism from being one off events to a lifestyle (legacy building initiatives within communities).

Total member involvement in post-pandemic world to mobilise movement from hybrid culture.



# OBJECTIVES

- 1.** Fulfil BUC strategic priorities through this outreach initiative.
- 2.** Create outreach resources for a 21<sup>st</sup> century post-Covid western society.
- 3.** Mobilise the membership of the BUC to engage in ongoing curated community outreach activities.
- 4.** Plant 5 “new” churches in unentered territories in the UK.
- 5.** Launch one Centre of Influence.



# USP (unique selling points)

## 1. BUC Strategy

Evidence of alignment with BUC Strategy - collaboration, reflecting Christ

## 2. Monitoring & Evaluation

Outline KPI's and metrics, noting that baptisms are not the only metric.

## 3. National

Cross-UK Campaign.  
Big impact and being part of something national.

## 4. Timing

Biggest event after pandemic. Overdue, no nationwide campaign in over a decade.



# USP (unique selling points)

## 5. Training

Training and resources from GC and other partners involved.

## 7. Value added

High product value, high quality delivery. Consistency in media and branding. Accessible. Languages. Launch with flagship trailer.

## 6. Total member involvement

Reignite membership.

Engaging with unreached groups within our diverse population and building membership/disciples.

Reclaim those who have become “recluse”



# NEXT

Project  
initiated

BUC  
Launch Pilot

September

SEC  
event

Oct.  
2022

Training  
programme

18-22 January

NEC and the  
3 Missions events

12-27 May

Dec.  
2023





# TRAINING

**Date** 18-22 January 2023

**Speakers** GC, AWR, TED, BUC

**Participants** BUC Directors,  
Presidents, Host site leaders

**Location** TBD





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